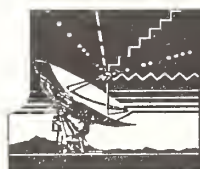


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Broadcasters Letter

United States Department of Agriculture • Office of Communications • Washington, DC 20250-1300

Letter No. 2674

31030522

August 12, 1994

WATER 2000 -- Secretary of Agriculture Mike Espy announced that USDA would create a strategic national plan to meet the goal of bringing running water to all rural homes by the year 2000. Espy and Under Secretary Bob Nash held a day-long roundtable August 10 to discuss how to meet that goal. The roundtable was a first step in bringing together federal, state, and local governments and the private sector to provide solutions to the challenge of putting clean, safe running water in every home in rural America. Opening session of the roundtable was broadcast nationwide live via satellite from USDA. **Contact: Jim Brownlee (202) 720-2091.**

ESPY TURNS WATER ON IN FALLS MILLS, VA. -- Agriculture Secretary Mike Espy and U.S. Representative Rick Boucher celebrated the hooking up of clean, running water in homes throughout Falls Mills, VA on August 5. Espy and Boucher visited a home where the family had been hauling water into their home and a day care center where the community's new water system was connected. The Falls Mills water system will serve about 250 connections. Currently about 120 connections are complete. Funding comes from several sources: Rural Development Administration loans and grants, local money and from the Appalachian Regional Commission. **Contact: Jim Brownlee (202) 720-2091.**

GROUND BEEF AND HAMBURGER NUTRITION LABELING -- In a response to a request from the Center for Science in the Public Interest (CPSI), a consumer interest group, the comment period on a proposal that expands the options for labeling of the percentage of lean and fat in ground beef and hamburger has been extended to August 22. Acting Assistant Secretary of Agriculture Patricia Jensen said the extension will provide CSPI, as well as others, an opportunity to gather further consumer and industry input and will ensure that we have a full comment from all concerned parties. **Contact: Jacque Knight (202) 720-9113.**

WHAT'S "COOKING" ON CAMPUS? -- USDA's Meat and Poultry Hotline gets many calls from parents and students with questions about handling and storage of dorm foods. The Hotline offers a few tips on college cooking: when grocery shopping, put perishable foods in your cart last and always take them home immediately; if you're using a microwave in the dorm, follow product directions and check the temperature of the food; leftovers should be refrigerated as soon as possible, perishable foods should never be unrefrigerated more than 2 hours; never store foods on the window ledge even if the weather is cold; and check contents of "care packages" from home to see if any cans or packages must be stored in the refrigerator before or after opening. The Hotline is available weekdays from 10 a.m. to 4 p.m. Eastern time (1-800-535-4555). **Contact: Susan Conley (202) 720-5604.**

STARCH-BASED PLASTIC CUTLERY -- USDA and industry researchers have found a way to lower the cost of making biodegradable plastic cutlery by adding nearly one-third more environmentally safe cornstarch. USDA's Agricultural Research Service chemist J.L. Willett says this will reduce environmental problems while expanding markets for Midwestern corn. Plastic cutlery production costs were cut by 40 percent. **Contact: Linda Cooke (309) 681-6530.**

TRIBUTE TO FALLEN FIREFIGHTERS -- Vice President Al Gore joined Agriculture Secretary Mike Espy, Interior Secretary Bruce Babbitt and Colorado Governor Roy Roemer August 8 at a memorial service to honor fallen wildland firefighters and those who continue to risk their lives on the fire line. Agriculture Secretary Mike Espy said, "We are only midway through the fire season and already we have a loss of life which is unprecedented." Espy added, "All USDA employees wish to express their sympathy for those who have sacrificed their lives in the line of duty and their gratitude for the many brave men and women who continue to battle fires." USDA employees wore purple ribbons August 8-12 in honor of all firefighters. **Contact: Tom Amontree (202) 720-4623.**

FEDERAL CROP INSURANCE REFORM ACT -- Agriculture Secretary Mike Espy said the vote on August 5 by the U.S. House of Representatives for final passage of the Federal Crop Insurance Reform Act is a big step forward for our nation's farmers and taxpayers. All of rural America, and every American, benefits from this successful effort for an effective crop insurance program. **Contact: Paula Thomasson (202) 254-8399.**

FOOD SAFETY AFTER SCHOOL -- Tips for kids for after school snacking: throw away perishable sandwiches or other "refrigerator-type" foods you may have brought home; place your books or bookbags on the floor, not on eating counters so that you don't spread outside germs on eating surfaces; wash your hands before you make or eat a snack; wash fruits and vegetables with water before eating them; and do not leave cold items, like milk, lunchmeat, hardcooked eggs, or yogurt, out on the counter at room temperature. For other information about safe snacks after school, call USDA's toll free Meat and Poultry Hotline at 1-800-535-4555. **Contact: Susan Conley (202) 720-5604.**

CHANGES IN COTTON ASSESSMENTS -- USDA is proposing to amend the assessment provisions of the Cotton Research and Promotion Program rules and regulations. USDA's Administrator for Agricultural Marketing and Inspection Service Lon Hatamiya said the proposed change is an annual update of the value of imported cotton and reflects the recent average annual price received by U.S. farmers for Upland cotton. **Contact: Alicia Ford (202) 720-8998.**

GLOBAL CHANGE DATABASE AVAILABLE -- A sample database of global change information is now available at USDA's National Agricultural Library and over the Internet. The database is an effort by the U.S. Global Change Research Program to make global change data and information more accessible to researchers and others. The sample database contains over 10,000 documents related to global change. **Contact: Brian Norris (301) 504-6778.**

1992/94 TARIFF-RATE QUOTA PERIOD FOR SUGAR -- Agriculture Secretary Mike Espy announced that the quota period for the 1992/94 U.S. tariff-rate quota for sugar will be changed from October 1, 1992 - September 30, 1994 to October 1, 1992 - July 31, 1994. The sugar quota level for August 1, 1994 - September 30, 1995 will be 1,322,978 metric tons. **Contact: Eric Van Chantfort (202) 720-9443.**

ILLINOIS COMPANY PAYS PENALTY -- Chebanese Grain and Lumber, Chebanese, IL, agreed to pay a \$15,000 civil penalty, but neither admitted nor denied the charge of violating the U.S. Grain Standards Act. Acting Administrator for Federal Grain Inspection Service David Shipman said it was alleged that the company attempted to cause the issuance of false official grain inspection certificates by adding vanilla extract to thirty carloads of corn to mask odor. **Contact: Dana Stewart (202) 720-5091.**

FROM OUR RADIO SERVICE

AGRICULTURE USA # 1941 -- As scientists try to find the solution to a sheep disease that causes major losses, they also may find clues to curing or preventing diseases in other animals and humans. **Jim Henry** reports. (Weekly cassette -- 13-1/2 minute documentary.)

CONSUMER TIME # 1422 -- How to handle those nasty bagworms on your shrubs and trees; food safety for college students; a complex summer disease of lawns may have a simple solution; volunteering is good for you; environmentally "friendly" plastic utensils. (Weekly cassette -- 2-1/2 to 3 minute consumer features.)

AGRITAPE FEATURES #1932 -- Scientists finding solution to a costly sheep disease; a turnaround for turkey; first official crop projections; water for all; livestock judging is more than meets the eye; dairy surplus estimates have bearing on prices. (Weekly cassette -- news features.)

UPCOMING ON USDA RADIO NEWSLINE. These are USDA reports we know about in advance. Our newslines carries many stories every day which are not listed in this lineup. -- Wednesday, August 17, agriculture outlook for China; Thursday, August 18, mushroom production; Friday, August 19, cattle on feed, general agriculture outlook; Monday, August 22, livestock outlook, agriculture trade update; Tuesday, August 23, fruit industry outlook, crop/weather update; Thursday, August 25, cotton/wool outlook; Friday, August 26, agriculture export outlook.

USDA RADIO NEWSLINES (202) 488-8358 or 8359.

COMREX ENCODED (202) 720-2545

Material changed at 5 p.m., EDT, each working day.

FROM OUR TELEVISION SERVICE

FEATURES -- Pat O'Leary reports on Running Water for Rural America; **Will Pemble** takes a look at New Plant Bioregulators.

ACTUALITIES -- Secretary of Agriculture **Mike Espy** and Under Secretary for Small Community and Rural Development **Bob Nash** launch "Water 2000 - A Faucet in Every Home," an initiative to provide drinkable tap water in every rural household by the year 2000.

UPCOMING FEATURES -- DeBoria Janifer reports on Natural Access for Groundwater Research.

SATELLITE COORDINATES FOR TV NEWSFEEDS:

*Galaxy 7, Transponder 9, Channel 9, Audio 6.2 or 6.8, Downlink frequency 3880 Mhz.
Available on Thursdays 3:45 - 4:00 p.m., EDT; Mondays 11:00 - 11:15 a.m., EDT.*

Comments and suggestions are welcome regarding USDA broadcast services.
Call Larry A. Quinn, (202) 720-6072; write 1618-S, USDA, Washington, D.C. 20250-1300.

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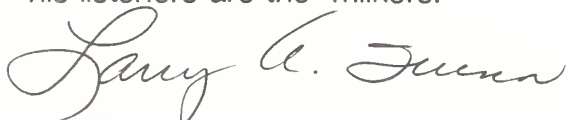
FATHER AND SON TEAM...is forming at the Tobacco Radio Network (TRN). **Dan Wilkinson**, formerly director of broadcast services for the North Carolina Farm Bureau (NCFB), has joined TRN where veteran farm broadcaster **Ray Wilkinson**, his father, continues to fill the airwaves. Dan will serve as director of agricultural productions. **Bob Ellison** replaces Dan in broadcast duties for NCFB.

THE DUTCH GARDENER...is the name of a six-day-a-week radio feature that is produced by **Dick DeLano** of Grand Rapids, MI. Ninety-second segments are mostly used in "drive time" by 25-30 stations in Michigan, Tennessee and Georgia. Dick says about 80 percent of his listeners are not gardeners, but they like interesting facts about flowers, plants, trees and shrubs.

HUMORIST...is one of the titles claimed by **John Philpot** of Little Rock, AR these days. Now, on the podium frequently as a guest speaker or teaching others about communications, John has been on the air for many years in Arkansas covering agriculture and the outdoors for commercial stations and for the University of Arkansas.

CHICAGO FARM REPORT...editor in the 1960s, **George M. Menard**, 82, died late last month. George was WBBM's radio and TV farm director for 20 years, and he pioneered a TV news show for children.

HAVING A NAME THAT FITS...is **Lee Mielke** (KLYN, Lynden, WA) who operates "Dairyline," a syndicated, five-day-a-week radio feature carried by 100 stations in 26 states. He estimates that there are 800 dairy farms in his own prime coverage area. Lee is the "milk" (Mielke) and his listeners are the "milkers."



LARRY A. QUINN, Director
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